



**Minutes
City Council's
Central City Development Committee of the Whole
November 8, 2007**

Minutes of the Tempe City Council's Central City Development Committee of the Whole Meeting, held on Thursday, November 8, 2007, 4:00 p.m., in the ASU Decision Theater, 21 E. Sixth Street, Suite 126A, Tempe, Arizona.

Committee Members Present:

Mayor Hugh Hallman
Vice Mayor Hut Hutson (via telephone)
Councilmember P Ben Arredondo
Councilmember Barbara J. Carter
Councilmember Shana Ellis
Councilmember Mark W. Mitchell
Councilmember Onnie Shekerjian

Mayor Hallman called the meeting to order at 4:00 p.m.

Mayor Hallman summarized that the objective of the meeting was to provide an update on the pieces of the vision articulated over the last couple of years and to brainstorm about what has been accomplished so far in terms of tools.

Chris Salomone, Community Development Manager, summarized that Council has been pursuing the integration of the Rio Salado Foundation, Tempe Town Lake, Papago Park, and the park master plan with the idea of creating a regional park. Staff has been working on it on a number of different levels. The Public Spaces Draft Plan is a tool to assist in planning. Although a defined end product has yet to be completed, staff will show Council some of the tools that will ultimately be integrated into that master plan. Council's imagination can be used to create ideas and elements that can be integrated to create this sort of central park in the region.

Mayor Hallman further explained that this is a collaborative effort with donations from Arizona Public Service, the Rio Salado Foundation, and City staff working together to create a menu of elements. This is a draft concept for how it can be pulled together from the Tempe perspective. He demonstrated the following areas of the model:

- Papago Park

- Veterans Memorial
- Eisendrath House
- Boathouse/Welcome Center
- Pedestrian Bridge
- Tempe Center for the Arts
- Park Between the Bridges

Mayor Hallman added that this can integrate with the 3-D model as part of the planning purposes when we work with planning and our boards and commissions and further illustrates the kinds of things that can be added to this model.

Councilmember Carter noted that the amphitheater on the south side of McDowell Road is not shown.

Mayor Hallman clarified that the goal is to see what we have and what we can bring into this vision and the amphitheater is an example.

Councilmember Shekerjian asked if Tovrea Castle is included in Papago Park.

Mayor Hallman responded that it is not, but it is being considered by the City of Phoenix as part of their park effort, just as Tempe's "A" Mountain is not technically part of Papago Park by geography, but is really part of the cultural connection. He suggested that the map include the downtown as being connected so that it better shows Tempe Beach Park and the park elements.

Councilmember Shekerjian clarified that Council is not only to understand how the tool is used, but also to bring forward ideas of projects to be added.

Mayor Hallman clarified that Council should be thinking of things to add to the inventory. He added that an additional \$100K has just been awarded from the Salt River Pima Maricopa Indian Community to begin the master planning process for the joint process by the three cities. This is a tool that we start with, but the master planning process is probably going to bring together the greater community and other amenities. This was a joint vision with Bill Post to create something that could be shown, not just for our community planning purposes, but to attract donors to help with the Rio Salado Foundation fund raiser. Just this week, a \$600K donation for the Eisendrath House was received, as well as a \$1M donation for the Veterans Memorial. In addition, there is a \$1M donation from Vestar and a \$1M donation with Avenue of the Communities for the Park Between the Bridges project. These visioning pieces have been helpful to make sure people understand this is a "fit-together vision"; that is the perspective of the holistic approach that developed out of this committee back in 2004. This is now giving us the tools to better articulate that vision.

Councilmember Shekerjian asked, in regards to the planning process with the other partners, how much Native American history will be a part of Papago Park.

Mark Richwine responded that staff has met with the Tribal community to explore some of those issues. An executive steering group comprised of Tempe, Scottsdale, and Phoenix has been in

place for about four months. It was agreed to engage the Tribal community in that forum as well. There's also an ad hoc group of staff, in which Tribal members will be added, as well. Although the grant was very generous, it was a little less than requested, and following discussions at the staff ad hoc level, members are willing to go back and request City dollars to augment the tribal donation for the purposes of executing a master plan. It is apparent, based on discussions with the Tribal community, that they would like to include historical elements important to them culturally.

Mayor Hallman elaborated on examples of culturally historical elements. The area of Governor Hunt's tomb is a sacred area. It goes back to a very important and sacred element of their culture in the legend of the buzzard. It was the buzzard who carved the stones and the river channel with his wings and its "home" is where Hunt's tomb is located. They would like to see that recognized. Also, just as "Hole in the Rock" has its modern function, it was also the ancient site used as a calendar, and that has never been recognized.

Chris Salomone summarized that this multi-purpose communication tool is a work in progress, which Council is welcome to use. If anyone is meeting with someone and this serves a need, it will be available. Staff will continue to refine it and make it more user-friendly.

Mayor Hallman added that, for example, for the Rio Salado Foundation, prospective donors who are interested to see how the whole thing fits together can view the 3-D models to see what they might be interested in and how it would fit within the project. He thanked Kris Baxter, and Durrant Williams for their hard work on the draft, and recognized all the staff at the Decision Theater who worked to get the 3-D model prepared.

Councilmember Arredondo asked whether the Veterans Memorial included the Ash Avenue abutment.

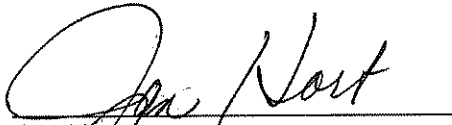
Mayor Hallman explained that Council originally envisioned the entire Ash Avenue alignment with a memorial, an overlook, and a visitors' information center. That's the big picture somewhere between \$2M and \$3M. It is the Foundation's job is to get the money. The Council's job is that once we get to the point where we have the money, we will go back to the public process. This is just the fund-raising element. With the Council's help, Shannon Construction Company is taking over the boathouse and creating a fund-raising team for that project, and then they will go through a public process. The same thing will happen with the Park Between the Bridges. Avenue Communities is taking responsibility for that, and \$2M has been raised. For the Veterans Memorial, we start with Council's rough outline; the money gets raised; then we will go back through the public process. These are vehicles to raise the money. Just as we have the Friends of the Tempe Center for the Arts now supporting the Arts Center's programming, the Veterans Memorial Fund, an Arizona non-profit corporation, was formed. It has already submitted its application for 501(c)(3) status. It will not only help raise small dollars, but will also assist in carrying it out and maintaining it. We have also raised \$275K for the O'Connor house.

Councilmember Shekerjian added that the narrative definitely needs to be part of the model.

DIRECTION:

Staff will provide each Councilmember with a DVD of the model to view and make suggestions/comments. Staff will continue to refine the marketing tools and return to a future CCD COW with a refined product.

Meeting adjourned at 4:45 p.m.



Jan Hori
City Clerk